

## ABSTRACT OF THE DISCLOSURE

An enhanced static filtration media may comprise a mat body comprising a non-woven of fibers that comply with 21 CFR 177.2260, and having a weight of about 4-7 oz./sq. ft.; a coating on the mat comprising about 5 100%-200% of the weight of the mat, and including, by weight, about 60-85% activated carbon, about 10-20% binder, and about 0-25% zeolite; and the media mat having an RDV/BV ratio of greater than about .4, and a porosity of greater than 90%. Various pitcher constructions make optimal use of the media. In some pitchers, the level of filtered water is easily viewed from the 10 outside while the media is not visible from the outside.